

**ABSTRACT OF THE DISCLOSURE**

5 A system and method for splicing reeled media using operational feedback. According to certain embodiments, the method of operating a media production system involves sensing speed parameters of first and second reeled media, tracking an unwinding parameter of the first reeled media, and positionally tracking a leading end position of the second reeled media. The method also involves controlling splicing between the first and second reeled media based at least partially on the speed parameters, the unwinding parameter, and the leading end position.

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